

**Many many many** bands will tell you “its impossible to get into the Warehouse”. That’s not true. But it IS hard. That has nothing to do with the quality of your band, so don’t get all defensive on our ass. It has to do with the fact that we get 714000 emails a day from bands and dozens of CDs every week; and even some vinyl and cassettes mailed to us. Then there are the calls. Oh God, the calls. Non-stop “Dude, my band sent you a tape like 7 months ago and we changed our name and our sound is totally different but its like the same guys, well no, its just me and I’m the drummer but I drum pretty much the same in this new band and huh? No, I don’t think there was a name on the tape but we don’t really sound like that anymore anyways but hey dude can we get a gig I was thinkin maybe we could open up for some huge national band cause we’re really really good...” Dear God, the calls. I really WANT to think musicians are smart. I really do.

So we get buried in stuff from bands, and the trouble is, we do 2 or 3 shows a week. Of those shows, they are almost ALWAYS national bands on a tour. Which often times means there is a ‘support act’ touring WITH the headliner. Which leaves one or two slots open for ‘local’ or regional bands. Two or three shows times one or two slots means maybe 2-6 spots for openers. If the national bands won’t draw an extraordinary amount of people, the opening act needs to be a good local that draws. This then rules out the unknown regional band who won’t draw anyone (except maybe their girlfriends who sure the hell should NOT have been riding in the band van and then hanging out at the club all day getting in our way during sound check and load in). So you see, if you are not in a national touring band or a good drawing local band, you’ve got a rocky road ahead. Now, sometimes we find local bands that don’t draw good, and regional bands who are extremely talented, and we put them on national shows that we know will draw well. This is a way to ‘build’ bands until they have their own draw. We try to do this as often as possible, but when you consider the amount of material we get from bands, its really really hard to accommodate everyone. If you are an extremely good regional band (and please let US be the judge on that one) you stand a much better chance than a no talent band. If you are in a local band that does not have a draw, we will still try to accommodate you, at least once to see how things work out.

Now listen up: If you are in a good drawing local band, DO NOT burn out your crowd by playing every friggin’ week at every place in town that will let you play!!! Too many La Crosse bands build a crowd and then can’t figure out why the heck they die in 3 months. This is the most important point I will make to you bands: Lets assume you’re booked at every bar in town for the next month. Your crowd, which may be able to pack a bar, nonetheless has a finite size. That’s ‘finite’, not INfinite. There are only so many of your fans out there. Put them all together at a gig, its a nice crowd. If those people know that they can see you every weekend this month, the odds of ALL of those people going to every show is significantly less than if you had ONE show that month and made it into an EVENT. Get it? Take your 100 fans and split them up into 4 shows and you’re down to 25 fans. People first come to see your band for two reasons: 1) They are your friends; 2) The band is good. Eventually, people come for those two reasons PLUS the fact that you have a CROWD when you play, and people draw people. If people know the place will be packed when you play, then they go just for the excitement. If you divide your loyal fans into several shows, then there are less people excited about your band, then less people come because less people are coming.... get it? I know that half of the stoner jam bands in town will NEVER understand why playing Wed night at one little bar then playing Friday night half a block away at another bar is bad, but alas. I TRIED to explain this. That should explain to some local bands why we can’t book them here. If your name is all over town every single week, it is not an EVENT when you play. We are not a bar, and we do not have a built in crowd. That also means we don’t have a built in crowd of loser drunks to whom the band in the pool room is an annoyance at best. We are a CONCERT VENUE. We put on CONCERTS. People come here to watch and listen to bands. The majority of the crowd is in the 15-23 year old range. The RECORD BUYING PUBLIC. If you choose to play at local bars where the people won’t remember who you were by 2a.m., good for you. Free beer is where its at, dude. But if you’re looking for a career in the music business, you sure as hell better be playing for the people who will actually BUY your records. Because major label A+R guy doesn’t care if everyone will drink a toast to the waitresses with you at the bar; they want to know what your soundscan numbers are, they want to know how many units you moved, they want to see kids with your T-shirts, stickers, CDs, buttons, patches, earmuffs, whatever.

\*\*On a side note, take down your god damn posters after the gig!!! Don’t you realize that people seeing your poster for 2 months means that when you put up a poster for a DIFFERENT show, it will be INVISIBLE because they stared at your other poster for so long before and after the gig! People will get numb to your name after a while! If your band appears to be ‘continuously playing’, your shows will NEVER ever be an event.\*\*

OK, now that I’m done trying to tell you some things that should’ve dawned on you anyways, here’s a few more bits of reality. Since we do not rake in suitcases full of cash by selling legalized drugs in the form of alcohol products to the mass of alcoholics in this town, since we don’t further the epidemic disease of alcoholism while robbing the unsuspecting droves, we don’t make much money. People have often asked why we never got a liquor license. The number one reason is that this town has far too many breeding grounds for liver destruction. The number 2 reason is that I have faith in bands. So much faith in fact, that I actually believe that good bands are watchable WITHOUT alcohol!!! It is not a challenge to get a bar full of drunks to rock out to your shitty version of some Green Day tune, it is a challenge to get a venue full of true music fans who are NOT loaded to go for your original tunes.

What I’m getting at is that since we do not make tons of money picking the pockets of drunks, the pay here is minimal. If you can overcome the fact that you’ll probably just be playing for gas money or sometimes even just merch money, you’ll realize what you’ll get from playing here is a big stage to present your act on, a full PA, promotion in 3 states to get your name out, often a chance to work with a national band (good for your

press kit and for future networking purposes), and a chance to perform in front of some potential record buyers. If that sounds good and your not in this to make a quick buck, then lets move on to contacting the Warehouse.

**FOR LOCAL AND REGIONAL BANDS:** Email us about gigs that are listed as being OPEN FOR LOCAL BANDS (on the calendar listing). These are indicated in green. The five band national tour doesn't have a green listing on it because we do not need to add your no-one-has-ever-heard-of-us band to the big show. What would the point of that be? Really? Think about it.

When you email us, you damn well better have a \site or a PureVolume site for me to go to immediately and check out your music. If I actually get the chance to click on your link and listen to your music, before the phone rings or my cell rings, then it will be a miracle. You can make that miracle a lot more possible by having LINKS in your email with your sites available in one click. Some quick info on where you are from is also helpful. But **DO NOT CONTACT ME ON MYSPACE!!!** It is impossible to sort incoming email on Myspace. On my Hotmail account, I have folders where I immediately sort and file incoming emails. Then when I need to back-reference (as in find your band contact so I can add you to a gig), its easy. Not on Myspace.

**NATIONAL BOOKING AGENTS:** Please call Steve at 608-784-1422 ext 1, or email [steve@warehouserocks.com](mailto:steve@warehouserocks.com). Leave me a message and I will get back to you eventually. Email me and you'll hear from me within a few hours. Most of you have my cell and thats A-OK to use too.

To mail items to the Warehouse, **DO NOT** use our street address for submissions!! We throw away CDs that get mailed to the club, because those bands just saw our listing somewhere and haven't even checked this part of the website to see what we're about. If you want to GET a gig at the Warehouse, send items to:

**WAREHOUSE**

attn: Steve D.

PO Box 2044

La Crosse WI 54602-2044

Make sure to include a recording of some sort as well as info on where you are from, how old you are, what date you're looking for, and something to indicate you actually read this site page.

**IF YOU ALREADY HAVE A GIG SCHEDULED AT THE WAREHOUSE,** you can mail stuff to our street address!

**WAREHOUSE**

attn: booked.

328 Pearl Street

La Crosse WI 54601

**IF YOU HAVE A GIG BOOKED HERE,** email me a high rez photo of your band. High rez is not the 14k tiny pic from your Myspace site sparky. Get me a GOOD picture and you'll get on the poster. Get me a BAD picture and you'll get your name on the poster.

We will cancel any gig booked with a band who books a date in La Crosse or Winona within 2 weeks on either side of the Warehouse gig. Once again, think **EVENT**. We will **ALSO** cancel **ALL** future gigs for local bands who book shows at other venues in town on nights we are having shows. If you need further clarification of this, then read the Main Page of our website, at the bottom. We will try to follow up on anything submitted to us within 3 weeks. Once again, we will get back to you by email, so **INCLUDE YOUR EMAIL** address. Don't have email? Speechless I am.

Oh please do not ever have your Mom, girlfriend, buddy, etc., call and say they are your "booking agent." I **KNOW** what booking agents sound like, and they do **NOT** sound like your Mom. And don't pretend to be a booking agent yourself. I would **MUCH** rather deal with an honest musician than some drummer masquerading as his own bands agent who keeps saying "we" when he should be saying "they." C'mon you silly sonofabeeatch. I ain't stoopid.

If your band is good we'd love to have you play. If your band is good we'll do everything we can to get you on a bill. If your band is good and you are nice then we'll really try hard to get you on a bill. If you are nice, your band rocks, and you followed all these logical instructions, we will bend over backwards to get you on a bill here at the 'house.

Steve